

# ISTANA *Naithon Beach*

Raising the level of style and sophistication in Phuket...



PREMIUM LIFESTYLE PROPERTIES

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available with managed build

# ISTANA

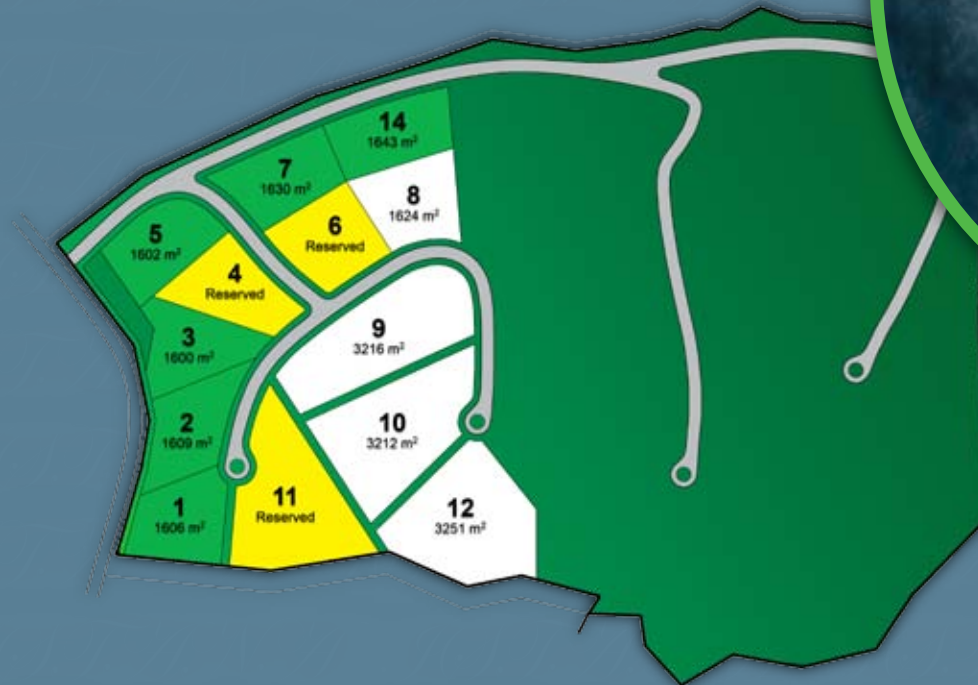
**Prism** Estates, the HK based developer of Istana, brings a wealth of knowledge and skill to this luxury project, the groups first in Phuket.

The directors have been involved in real estate projects in all corners of the globe, ranging from resort properties in Spain, Bali and other parts of Thailand, to huge land sub divisions in Western Australia & commercial buildings in Central London.

**Istana** is an estate covering 24 acres. Each plot is surrounded by a 4 metre wide green zone engineered to ensure guaranteed privacy and seclusion for each villa and expansive views of the ocean and the sunset.

It will be a fully managed estate with bespoke 5-star villa service, luxury amenities and quality finishings. The developer is seeking a high standard of design quality and importantly cohesion between contractors and consultants

The developer hopes that building less than 20 homes on such a huge estate ensures each is a stand alone property with large gardens. Most of the property will allow for opulent +2 Rai lots (+3600 sqm or nearly 1 acre) , with 4 metre buffer zones engineered between each to allow for guaranteed privacy and expansive views of the ocean and the



Havens in an advisory role Istana is BHM's first foray into Thailand bringing with them a wealth of knowledge and skill which will set Istana apart not only in terms of it's cutting edge design but in the 5-Star services provided to both owners and guests upon completion.

Istana is a project of structured individualism & one of the most exciting projects seen in Phuket to date. With its elite team, amazing location and well thought out concepts Istana will help take Phuket to the next level.

sunset. Set amongst the verdant slopes of Istana, each villa will have amazing views of the ocean and the sun setting into the Andaman Sea.

Using the world famous designs of Gary Fell from GFAB Architects, Istana brings a fusion of contemporary and traditional design. With integrated management provided by Bali based BHM, a member of the Elite Havens group the level of service and attention to detail will be amongst the best in Thailand. With Elite



**BHM** is a member of the Elite Havens Group. Established in 1998,

The Elite Havens Group has a longstanding association with the villa industry and specializes in fully-serviced luxury properties. BHM is the Group's operational and rental management brand and is recognized as one of the region's leading villa rental and management firms.

BHM has been in operation since 2001. The company specializes in villa properties which strive to operate on par with their high-end (5-star and above) hotel counterparts. BHM handles every aspect of a villa's logistical and commercial operations, ensuring that villas are not just well run vacation homes but lucrative investments. The underlying philosophy behind BHM is that privately-owned island properties should be a pleasure for their owners, not an expensive liability.

The BHM operations team manages each property's staffing, training, operating procedures, security, and maintenance. The operations package also features a full range of related financial services, including settlement and payment services, itemized tracking of all incoming and outgoing funds, monthly cash flow and P&L statements.

The BHM marketing team promotes the property across a range of channels, balancing traditional media with new media, and direct with wholesale rentals. BHM maintains a full reservations center and a comprehensive online marketing system. Over the years, BHM has built up a network of specialty travel agents who contract with BHM to represent the catalog. The BHM agent network currently includes an impressive range of well over 220 booking agents worldwide.

Clients and agents alike trust BHM to deliver quality villa inventory and excellent customer service. The BHM team provides professional, personal service for both agents and direct clients - from handling the initial enquiry to managing guest relations while the client is on the island. The integration of the marketing and the operational management allows BHM to provide clients with a seamless experience that builds loyalty and helps assure an enjoyable experience.

BHM currently manages a wide range of individual luxury villas and villa resort properties (developments which feature multiple villas with shared common facilities). The combined occupancy level for BHM managed properties typically runs well over 50%.

BHM, The Elite Havens Group, and the villas they represent have been covered in

The New York Times, The Asian Wall Street Journal, The International Herald Tribune, The Sydney Morning Herald, DestinAsian, Tatler, The London Times, The Guardian, Conde Nast Traveller, The Wall Street Journal, The Far Eastern Economic Review, The Financial Times, Town & Country, The Robb Report and the South China Morning Post, among many others.

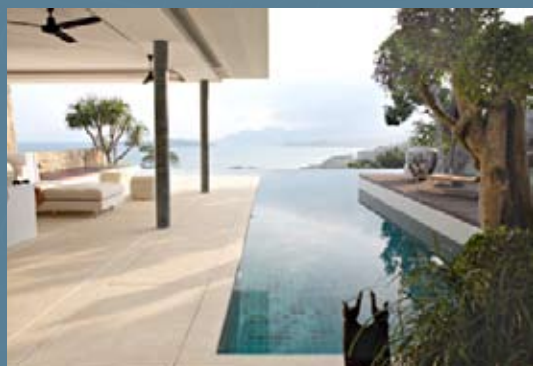
To learn more, visit BHM online at: <http://www.BHMvillas.com> or visit Elite Havens at <http://www.EliteHavens.com>



Review 'The Thailand Property Report' article on GFAB in this PDF!



**Gfab** was started in 1999 by Gary Fell, who trained in architecture at University College, London; his first foray into Asia was as project architect on the Four Seasons Sayan (Ubud). Over the last 5 years the practice has developed into an internationally renowned office comprising 25 architects and 3 administration staff.



Predominantly the work GFAB undertakes belongs in the category of "resort development" and comprises Hotels, luxury villa developments and bespoke private housing. Largely due to familiarity GFAB are able to work closely with developers and operators to produce projects which are both practical and elegant. Throughout all projects GFAB attempts to explore relationships between the site and the proposal that are sensitive to the environment.

This is not some "tree hugger"/post hippy position but one which GFAB feels is imperative in the present economic and cultural situation. Gary Fell strongly believes that a building should be intimately linked to its site (aesthetically and materially) and be as energy efficient as possible. To this end he has been exploring ideas such as deep cutting and partial burying of buildings

(insulation) as well as passive solar controls engendered by using the roof as either a large inert thermal mass (planters) or a evaporative cooling mechanism (reflecting pools/lotus ponds.) These techniques are seamlessly blended with ones drawn from historical precedents – massive thick walls (often created from stone quarried on site – thus able to weather sympathetically) and courtyard pools (evaporation from which helps draw air through a building.)

Whilst keen to draw upon the past freely as described above, Gary is resolutely opposed to historical "quotation" – that is the application of surface treatments associated with local vernaculars. He believes strongly that a building can engage with its cultural and topographic conditions without recourse to imposing "style" as a surface treatment – Gary deems this 'Disney-ism', and the

antithesis of authentic artistic production. GFAB were the architects of Samujana, a luxury managed estate in Koh Samui that fuses Garys design philosophy creating an open plan living environment that places a high degree of emphasis on outdoor family lifestyle with comfortable contemporary design.

Istana Phuket designs will leverage these GFAB principles and deep asian experience creating something magical.



# Plots for these villas range from 1600 m<sup>2</sup> - 1643 m<sup>2</sup>

## A 3 Bedroom Villa

### A villa of 618 m<sup>2</sup> including:

Master bedroom suite with dressing room area	1	48	48
ensuite bathroom and external shower garden	1	12	12
2 Double bedrooms with dressing area	2	40	80
ensuite bathrooms with external shower area	2	10	20
Living/ Dining room (optional open and closed air)	1	100	100
Guest kitchen/ bar serving area	1	25	25
AV Room with combined study	1	30	30
Guest bathroom	1	9	9
Pool 18m x 4m	1	72	72
External shaded eating area, decking, paving, planters, parking etc.	1	125	125
External day bed area (bale)	1	15	125

Staff quarters- to include			
Service Kitchen and food and Beverage storage	1	20	20
Amah Room	1	12	12
Staging Room	1	12	12
Owners secure storage area	1	10	10
Staff WC Shower and lockers	1	8	8
Garage space for 2 cars and hard standing	1	20	20

**Internal Villa Total** **324 m<sup>2</sup>**

**Total Villa** **618 m<sup>2</sup>**

**Above figure includes all corridor, stairs and through spaces**

No.	m <sup>2</sup>	total m <sup>2</sup>
1	48	48
1	12	12
2	40	80
2	10	20
1	100	100
1	25	25
1	30	30
1	9	9
1	72	72
1	125	125
1	15	125



### Outline Specification

- Ensuite bathrooms to all bedrooms featuring indoor bathtubs open-able to a garden and outdoor and indoor showers, all bathrooms to have external aspects (porcelain to be used for WC and bath – Toto quality or above)
- A dressing room area within the bedroom suites
- Water features aside from swimming pools in grounds
- Internal walls to be finished with cement render where not stone or timber clad
- Imported door handles, locks and exposed hardware (such as hinges, taps, sliders, etc)
- High quality frames to all doors and windows
- AC to all bedrooms, and Living spaces
- Ceiling fans to all rooms

# Plots for these villas range from 3212 m<sup>2</sup> - 3251 m<sup>2</sup>

## A 5 Bedroom Villa

### A villa of 1122 m<sup>2</sup> including:

Master bedroom suite with lounge area ensuite bathroom and external shower garden dressing room	1	50	50
	1	22	22
	1	16	16
4 Double bedrooms with Dressing Room area	4	45	180
	4	12	48
ensuite bathrooms with external shower area	4	18	72
Dining room (optional open and closed air)	1	60	60
Living room (optional open and closed air)	1	100	100
AV/Entertainment and TV room, air conditioned ( 12 pax )	1	25	25
Snooker room and bar, adjoining AV room	1	40	40
Study	1	40	40
Guest bathrooms	1	16	16
Pool 20m x 4.5m	2	9	18
External shaded eating area, decking, paving, planters, parking etc.	1	125	125
External day bed area ( bale)	1	20	20

Staff quarters- to include			
Service Kitchen and food and Beverage storage	1	30	30
Amah Room	1	12	12
Staging Room	1	20	20
Owners secure storage area	1	10	10
Staff WC Shower and lockers	1	8	8
Garage space for 2 cars and hard standing	1	20	20

### Internal Villa Total

**687 m<sup>2</sup>**

### Total Villa

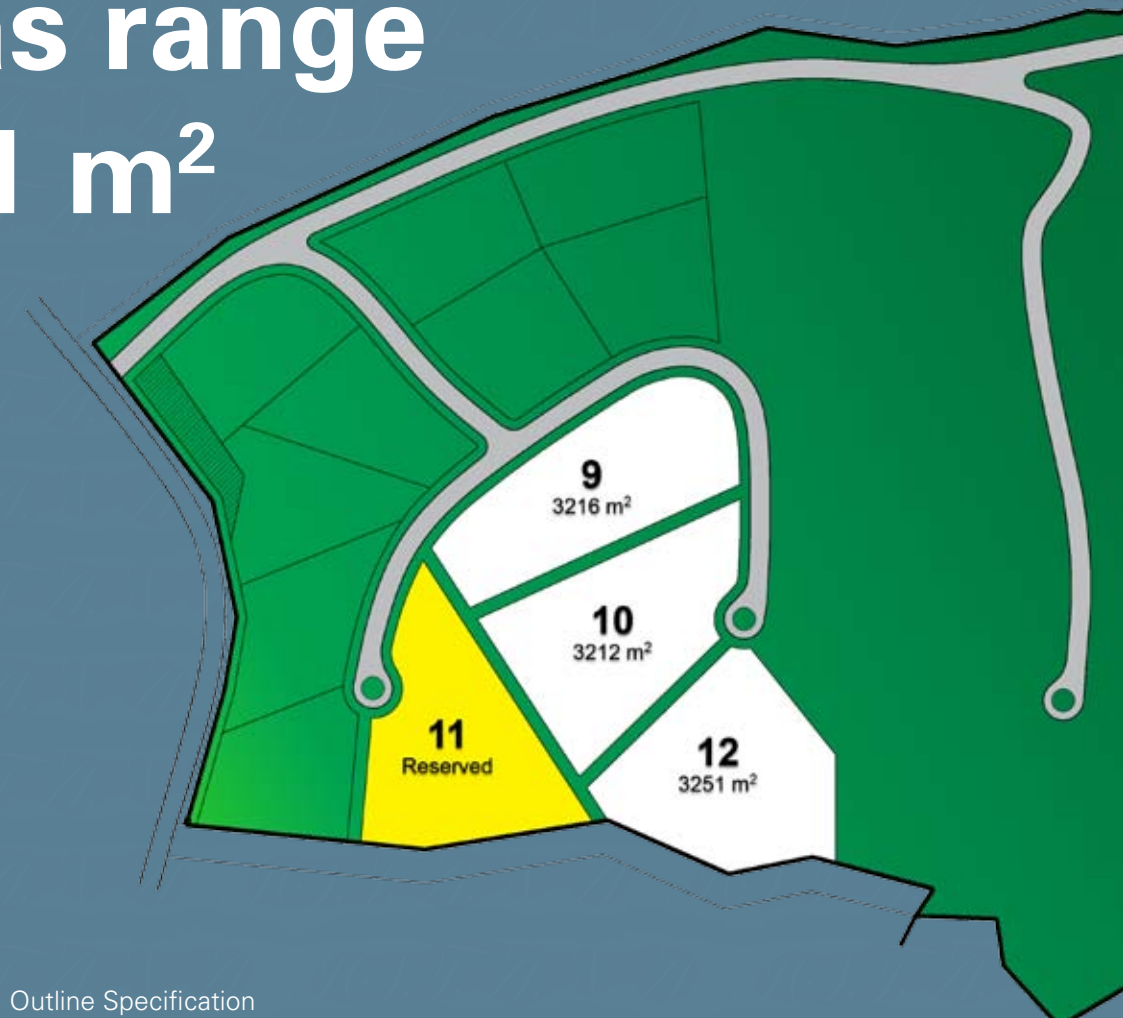
**1122 m<sup>2</sup>**

**Above figure includes all corridor, stairs and through spaces**

No.	m <sup>2</sup>	total m <sup>2</sup>
1	50	50
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1	16	16
4	45	180
4	12	48
4	18	72
1	60	60
1	100	100
1	25	25
1	40	40
1	40	40
1	16	16
2	9	18
1	125	125
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- Internal walls to be finished with cement render where not stone or timber clad
- Imported door handles, locks and exposed hardware (such as hinges, taps, sliders, etc)
- High quality frames to all doors and windows
- AC to all bedrooms, and Living spaces
- Ceiling fans to all rooms
- Jacuzzi / hot tub to master bathroom



# ISTANA

**Rarely do you have an opportunity to buy such a vision.**

Space, luxury, bespoke management, smart 2007 thinking and regional development knowledge with superb GFAB architecture will be a potent mix.

Limited customization through rental and architectural experience and initial value engineering improves the development efficiency and makes Istana a smart investment buy.

The site location is unquestionably Grade A and offers luxury homes with one of Phuket's finest ocean views.

Re-sales in this area are strong as nearby high end, low density luxury estates such as Trisara, Three Dolphins and Malaiwana all are highly sought after.

Not set for official release until January 2008 Indigo Real Estate has secured an exclusive 9 pre-release plots allowing our clients to secure a plot today at well below the expected release price and up to 50% below completion value.

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PREMIUM LIFESTYLE PROPERTIES



# Gfab has arrived

## A profile of the famed Bali architecture firm as it sets up shop in Bangkok

By Luke Dunstan



The Sheraton Four Points in Siem Reap, one of several Cambodia projects designed by Gfab.

The arrival of a new architecture firm in Thailand does not have to be a grand event. This is especially so if the firm in question already exists and already has projects underway in the Kingdom. Such is the case for Gfab, who have made a leisurely entrance into Thailand's resort development industry and are now setting up shop here whilst managing a rapidly increasing workload.

Based in Bali, Gfab was founded in 1999 by British architect Gary Fell. A graduate of and one-time teacher at University College in London, Fell's career gained momentum when he and a team of friends were runners-up in a competition to design the Cardiff Opera House. The competition had attracted 2,500 entries, including some "superstars" of the architectural world. The recognition garnered from the prize helped Fell start his own business; not long after, he was operating out of Bali.

Graham Lamb, director of Gfab's Bangkok office, says the firm is establishing itself in Bangkok for two main reasons.

"Firstly, having so many on-going projects in Thailand, Cambodia, Vietnam and soon India too, we felt it was essential to have a presence in the northern region of Southeast Asia. This will enable us to have a more direct input in the development of projects here, thus giving us more control over the finish we achieve. The

Though based in Bali, Fell and his team (now numbering around 30) have done much more work outside the island than on it. Gfab's first few jobs were a series of residential projects in Melbourne that made clever use of limited urban space. In Cambodia, the firm's developments have been decidedly bigger. They

underway in Phnom Penh, Kep and Sihanoukville on the south coast and we also have a couple of condominium tower developments in the high-end areas of central Phnom Penh."

FCC Angkor, with 33 rooms, is now a hotel first and a journalists' watering hole second and was recently included in Loft Publication's New Hotels 3. The coffee-table design book highlights the FCC's "harmony and sophistication", saying the ambience of the hotel and its black slate pool bring to mind the nearby Angkor temples.

In Thailand, Gfab's best known work is the Samujana Villas on Koh Samui. Along with designing the development's 26, 600+sqm villas and the shared buildings and facilities, Gfab also drew up the master plan for the site itself, which is located above a beachfront with a magnificent view of the island's northeast. Each of the villas will be unique as the plots were laid out to correspond with the topographical conditions of the site and the structures are being designed to accommodate

"People approach Gfab because they know what level of design to expect and are usually looking for the lifestyle that our architecture seems to embrace."

- Graham Lamb, Gfab

opening of the office also has geographical benefits and - it's hoped - will reduce the travel demands on Gary. From here, we'll more easily be able to address site issues with a visit. This will increase the firm's creative output by allowing Gary to spend more time producing architectural designs with the Bali team."

include the Foreign Correspondent's Club (FCC Angkor) and the Four Points by Sheraton in Siem Reap as well as an international primary school, the I-CAN School, in Phnom Penh.

"Cambodia is a very exciting market for us right now," says Graham. "We have more FCC developments or extensions



The Sheraton Four Points in Siem Reap.

the individual wants and needs of each owner. By incorporating geographical conditions at both the planning and design stages, the architects have been able to retain and deftly integrate outcrops of natural rock found throughout the site.

It was during construction of the Samujana Villas that Gfab encountered a legal restriction identical to one that had impeded its work in Bali.

“The implementation of the law requiring pitched roofs in Koh Samui unfortunately happened during construction of the Samujana project. Due to certain developments on Samui, the local authority decided that the

flat roofs were unsightly and did not hold the essence of Thai architecture. In the work we do, we use roof areas to add functional spaces such as sun terraces, gardens and reflecting pools. Such design actually brings a unity between the land and the building, whilst the visual benefits to other houses in a development are enormous. For a house at the rear of a development, a flat roof will ensure that their views are retained; the roof actually becomes a feature or landscape in itself, blending a patchwork effect of plantations, water and natural materials from around the site.

“The enforcement of the regulations now makes the design

process a little different. Aqualina on Koh Samui is a perfect example of how we can adapt our design principles and bring an alternative solution to the table.”

The Aqualina development is comprised of 18 striking two- and three-bedroom villas facing Koh Phangan on the north of Koh Samui. To conform to the new planning laws, Gfab, who are “masterplanners” for the development and are also designing the landscapes and interiors, have created triangular villas with pitched roofs that extend all the way to the floor. Greening the roofs are planters irrigated by a system capable of recycling water.

Other ongoing local developments designed by Gfab are the Mangosteen Suites and neighbouring Mangosteen Villas in Phuket as well as Samui’s Napa Villas. In accordance with Gfab’s operating principles, the Mangosteen Suites were designed to correspond, rather than compete, with the surrounding environment. Its flat roof embedded with pools and planting areas is not only visually appealing but also reduces internal temperatures whilst the buildings themselves were dug heavily into the site and the excavated material used for wall cladding.

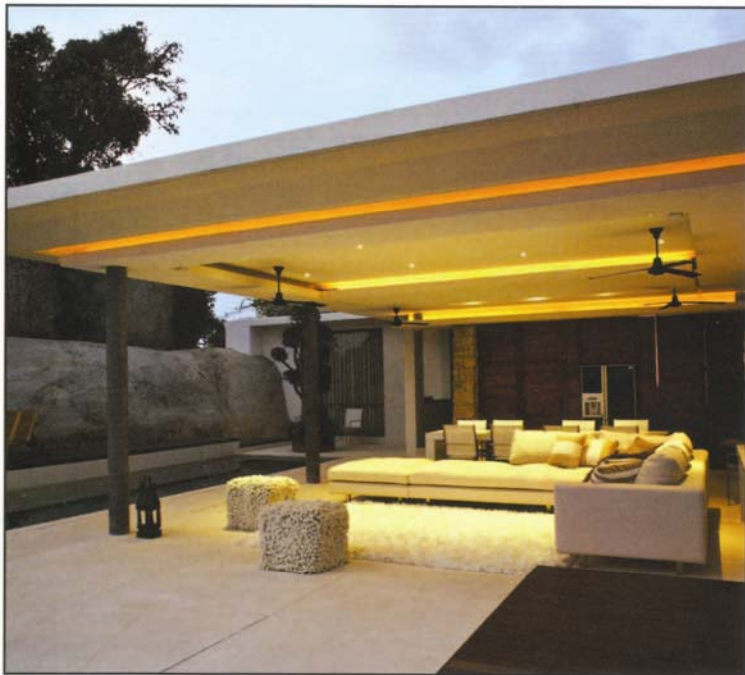
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Left: Interior of the Aqualina, a Gfab-designed project in Koh Samui. Right: The Sheraton Four Points in Siem Reap.

## Gfab has arrived

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Gfab's work regularly removes the distinction between indoor and outdoor living.

Such environmental considerations are incorporated in all of Gfab's work. Their company bio states: "We strongly believe that a building should be intimately linked to its site (aesthetically and materially) and be as energy efficient as possible." It goes on to specify that this is not some "tree-hugger/post-hippy position" but an ethic that is vitally significant in today's world.

As most of their developments are in Southeast Asia, environmental considerations are largely about minimising the need for mechanical cooling, ie., aircon. This is done through techniques such as allowing for natural ventilation, deep cutting and the partial burying of buildings, and the above-mentioned rooftop pools and gardens to reflect and absorb heat. Alongside these, Gfab often employs long-established methods such as heavy stone walls and evaporative courtyard pools.

These techniques are employed liberally in two of Gfab's Balinese projects, the Angsana Resort and Wabi Villas. Built around one of the brand's famous spas on the southern tip of Bali, the Angsana Resort will

feature 31 two-bedroom apartments and 31 villas overlooking a private beach. Except for six speciality dwellings that will be dug into the hillside, the villas have been constructed in tiers three deep with picturesque roofs of reflecting pools and planters.

The Wabi development, meanwhile, is made up of nine villas, a conference facility, restau-

rant and bar. The villas are semi-buried, with the rock quarried from the site used in the villas' thick stone walls. The buildings' roofs are implanted with garden beds and lotus pools and, to expand on space, each roof serves as an extension to the garden of the villa above.

The Wabi development also exemplifies Gfab's modern but unobtrusive style. Rather than



One of Gfab's condominiums in Phnom Penh.

using the usual "cookie-cutter" subdivision, the plots and the placement of the structures thereon have been formed in accordance with the contours of the land, giving each a unique shape and increasing usable space. Utilisation of rock taken from the site and the abundant native greenery both on and around the buildings further

luxurious. The firm takes a holistic approach to its projects, usually designing not just the architecture but also interiors, landscapes, lighting and even furniture. Putting it simply, Gfab's work results in some extremely attractive spaces.

Regarding the firm's future – and his role in it – Graham is enthusiastic and upbeat.

"It's a very exciting time for Gfab. The projects that are now offered to us are generally of a very interesting nature. People approach Gfab because they know what level of design to expect and are usually looking for the lifestyle that our architecture seems to embrace. Internally, we are developing our capabilities, adding the interior architecture department which will help us keep our focus on the smaller details of a project even though the projects are getting larger. The newer projects that are on the drawing board at present show a developing design language; and the energy that is present when we're consistently trying to produce something new whilst working with clients' demands is extremely positive.

"Watch this space, I guess." 

The firm takes a holistic approach to its projects, usually designing not just the architecture but also interiors, landscapes, lighting and even furniture.

harmonises the villas and their environment.

"The use of local materials to blend the villas into the landscape works well and brings a unique experience to the space, a feeling of integration into nature," says Graham.

Aesthetically and pragmatically aligned to their surroundings, Gfab's creations are still stylish, elegant and, ultimately,